Digital Academy 1 Jody Guerini

Part 1: Project Summary

Students were given an International Marketing Project addressing the changes in Tobacco advertising throughout the years, as well as looking at current international tobacco advertising.

1. Content-

The marketing content standards being met with this project include:

1. Understanding the importance of global marketing
2. Identifying various ways global marketing impacts a product
3. Discussing the variety of messages an ad sends to a viewer
4. Identifying a specific target market
5. Discovering the changes in marketing over time
6. Identifying promotion adaptations as products change

Students will be able to explain the changes in the target markets and the marketing of tobacco products in the United States throughout the years. Students will look at how the surgeon general warnings and health effects from smoking impacted tobacco sales and the advertising changes that occurred as a result of this.

Students will analyze the growth of tobacco sales in other countries and the advertising that is taking place in these global markets.

1. Pedagogy-

Through the introduction and discussion of global marketing, instruction will be done through PowerPoint slides and lecture. Several case studies will also be analyzed in looking at specific target markets and messages given in advertisements.

Discussion and analyzing of various product marketing changes over time- ex) coffee

1. Technology-

Technology used to support student learning includes PowerPoint, various web sites when looking at coffee examples and also when looking at tobacco project, Prezi and YouTube.

Part II: Reflection

1. The technology chosen for this lesson was a good fit for the content of this project. Students were able to visualize new information through PowerPoint which was helpful to grasp concepts and terminology. Web sites and YouTube were used to view advertisements over time and to grasp the subtle and extreme changes in these promotions as the products and target markets changed. The prezi presentation allowed the students to- in some cases learn a new presentation tool- and for others to utilize their creativity and perfect a previously learned presentation method.

Students were able to present their findings in a visual way that tied in vintage ads to current ads and also to relate them to global ads.

1. In order to improve the effectiveness of the lesson and use of prezi, I hope to be able to spend more time in a computer lab setting to work more closely with my students on designing and perfecting their research and presentations. Because the library is so over-booked, and it is the only computer lab area we have, I had to demonstrate in my classroom and then they had to complete the prezi tutorial and do their research spread out between the library, learning center and my classroom. I hope in the future we can be more centralized so questions and assistance can be given in a more timely manner.
2. To share this project with my colleagues and business teachers from other schools I can publish student projects and my lesson plans on the prezi website and on my teacher website through Chagrin Falls.

Part III: Student Work Samples

1. Three of the student projects that were presented at the end of this unit can be viewed at [www.prezi.com](http://www.prezi.com).
2. ID-[Brockweber.12@chagrinstudents.org](mailto:Brockweber.12@chagrinstudents.org)

Pass-Hunter4

1. [ID-metafish13@gmail.com](mailto:ID-metafish13@gmail.com)

Pass-hmetal12

1. ID-sccrgrl13@gmail.com

[Pass-sccrgrl13@gmail.com](mailto:Pass-sccrgrl13@gmail.com)